

Message Text

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ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 081512Z JUL 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 1028
AMEMBASSY HELSINKI

UNCLAS SECTION 1 OF 2 STOCKHOLM 2883

E.O. 11652: N/A
TAGS: BBSR, SW, FI
SUBJECT: GLOBAL MARKET RESEARCH - GRAPHIC INDUSTRIES EQUIPMENT,
SWEDEN AND FINLAND

REF: USDOC 11390

1. RESEARCH CONTRACTOR PROVIDED FOLLOWING INFORMATION 7/7.

2. ACCORDING TO RESEARCH SPECIFICATIONS, PARAGRAPH 2.30.01C,
SUBCATEGORIES REFERRING TO PARTS HAVE BEEN EXCLUDED FOR BOTH
FINLAND AND SWEDEN. FOR SWEDEN THE FOLLOWING BTN
SUBCATEGORIES WERE EXCLUDED AS CONSUMPTION MATERIAL
RATHER THAN EQUIPMENT.

84.34.300 PRINTING TYPE AND FURNITURE

84.34.400 PLATES, BLOCKS, CYLINDERS AND OTHER PRINTING PARTS

84.34.500 MATRICES

84.34.700 PLATES, CYLINDERS AND LITHOGRAPHIC STONES, PREPARED FOR
PRINTING PURPOSES.

3. CORRECT BTN NUMBERS FOR APPENDIX 2 ON FINLAND ARE:

TYPEMAKING AND TYPESETTING EQUIP 8434 100

PHOTOGRAPHIC EQUIP FOR GRAPHIC PART OF 9007,

INDUSTRIES 9009 AND 9010

PRESSES AND OTHER PRINTING MACHINERY 8435 110

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8435 190

8435 500

8435 600

BOOKBINDING MACHINERY 8432 100

4. FOR FINLAND THE FOLLOWING BTN NUMBERS WERE EXCLUDED AS
CONSUMPTION MATERIAL RATHER THAN EQUIPMENT.

8434 300 PRINTING TYPE AND FURNITURE
8434 400 BLOCKS AND OTHER PRINTING FORMS
8434 500 MATRICES
8434 700 PLATES, CYLINDERS AND LITHOGRAPHIC STONES,
PREPARED FOR GRAPHIC PURPOSES

5. SPECIFICATION 3.30.01 REQUESTED DISCUSSION OF MAJOR
SUBCATEGORIES OF EQUIPMENT COVERED IN TABLES 1, 2 AND 3.
APPENDECIDE D, E, AND F. AS 2.20.01 V WAS NOT INCLUDED, A
DISCUSSION ABOUT OTHER PRODUCTS WITH GOOD SALES POTENTIAL
OVER THE NEXT 5 YEARS WAS NOT PRESENTED. HOWEVER, THE PICTURE
BELOW IS VALID FOR BOTH SWEDEN AND FINLAND. EQUIPMENT RELATED
TO MATERIALS HANDLING WILL HAVE FUTURE GOOD SALES POTENTIAL.
THIS INCLUDE CONVEYORS AND CONVEYOR SYSTEMS, STACKERS, COUNTERS
AND BUNDLERS. AS THE INCENTIVE FOR PURCHASING THESE PRODUCTS
IS TO REDUCE THE PERSONNEL INVOLVED IN MATERIALS HANDLING,
HIGHLY AUTOMATED SYSTEMS WILL BE IN DEMAND. QUALITY CONTROL
INSTRUMENTS WILL BE HIGH IN DEMAND. THIS IS ESPECIALLY TRUE
FOR FINLAND AS TRADITIONAL FINNISH PRINTING DOES NOT INVOLVE
SUCH HIGH QUALITY (LOW QUALITY PAPER IS OFTEN USED FOR
MAGAZINES FOR EXAMPLE). OF COURSE THERE HAVE BEEN OBVIOUS
EXCEPTIONS BUT THE STATEMENT REFERS TO GENERAL CONDITIONS.
HOWEVER, WHEN INCREASING EXPORT ACTIVITIES FINNISH PRINTERS
HAVE DISCOVERED FROM PROSPECTIVE CUSTOMERS A DEMAND FOR HIGHER
THAN NORMAL STANDARD ON LITHOGRAPHY, PAPER QUALITY AND
PRINTING QUALITY; THIS IS CREATING A DEMAND FOR QUALITY
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CONTROL INSTRUMENTS, ESPECIALLY FOR LITHOGRAPHIC WORK. IN
SWEDEN, PHYSICAL WORKING CONDITIONS ARE HEAVILY STRESSED.
EQUIPMENT FOR POLLUTION CONTROL IS ALREADY IN DEMAND AND
WILL STILL BE SO OVER THE NEXT 5 YEARS. THIS IS PARTICULARLY
TRUE FOR NOISE SUPPRESSION SYSTEMS, AND EQUIPMENT (OR SYSTEMS)
FOR REDUCING TOXIC GASES FROM INK. HUMIDIFIERS PRESENTLY
USED AT MOST OFFSET PRINTING PLANTS ARE CRITICIZED AS
PROPAGATORS OF DISEASE BACTERIA. THIS WILL PROBABLY RESULT
IN DEMAND FOR NEW CLIMATE CONTROL EQUIPMENT, OR AT LEAST
ESSENTIAL IMPROVEMENTS.

6. SPECIFIC INSTALLATIONS: THERE HAVE NOT YET ACTUALLY BEEN
ANY INSTALLATIONS OF AUTOLOGIC IN FINLAND. THIS FIRM
(OFFICES IN NEWBURY PARK, CA 91320) MENTIONED HOWEVER BECAUSE
TURUN SANOMAT, KAUPPIASKATU 5, SF-20100 TURKU 10, FINLAND, HAS
ALREADY ORDERED TWO APS 4 TO BE DELIVERED WITHIN THE FRAME OF
RECONSTRUCTION PROGRAM THROUGH 1980; THESE PHOTOGRAPHIC TYPE-
SETTERS ARE JUDGED TO HAVE A GOOD FUTURE IN FINLAND, ACM IS
FOUND AT 11 NEWSPAPER PRINTING UNITS IN FINLAND, EG:
AAMULEHTI
PI 327
SF-33101 TAMPERE 1

FINLAND

JISALMEN SANOMAT
FACK
SF-74100 JISALMI 10
FINLAND

KALEVA
FACK 70
SF-90101 OULU 10
FINLAND

SAVON SANOMAT
VUORIKATU 21-23
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SF-70100 KUOPIO
FINLAND

SUOMENMAA
KANSAKOULUKATU 8
SF-00100 HELSINKI 10
FINLAND

ACM IS THE PHOTOTYPESETTING DIVISION OF COMPUGRAPHICS.

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AMEMBASSY HELSINKI

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7. NUMBER OF BOOKS, NEWSPAPERS ETC. PRINTED: FOR FINLAND THE SOURCE FOR NUMBER OF BOOKS HAS BEEN THE STATISTICS FROM THE FINNISH BOOK PUBLISHERS ASSOCIATION WHICH DELIVERS THE PRIMARY STATISTICS ALSO FOR THE UN. IN 1973 ACCORDING TO UNESCO, STATISTICAL YEARBOOK 1974, TABLE 11.2, AND ACCORDING TO PUBLISHED STATISTICS FROM THE FINNISH BOOK PUBLISHERS ASSOCIATION (OUR SOURCE) NUMBER OF TITLES PRINTED WAS 3,594. ACCORDING TO THE SAME DEFINITIONS NUMBER OF TITLES PRINTED IN 1975 WAS 4,558. THE FIGURE FOR 1972 (4,000) IN OUR REPORT WAS ESTIMATED TOGETHER WITH THE FINNISH BOOK PUBLISHERS ASSOCIATION IN ORDER TO BE COMPARABLE WITH THE 1975 FIGURE. THIS WAS NECESSARY AS THE ASSOCIATION CHANGED THE BASIS FOR THE STATISTICS BETWEEN 1972 AND 1973. ON THE EARLIER BASIS THE NUMBER OF BOOK TITLES PRINTED IN 1972 WAS 4,522; THAT FIGURE IS NOW CONSIDERED TO HAVE BEEN AN OVERESTIMATION. NUMBER OF DAILY NEWSPAPERS IN FINLAND DIFFER FROM UN STATISTICS DUE TO DIFFERENT DEFINITIONS OF DAILIES--IN OUR REPORT 3-7 TIMES PER WEEK, IN UN STATISTICS 4-7 DAYS PER WEEK. CONCERNING DEFINITIONS OF NON-DAILIES, OTHER PERIODICALS, MAGAZINES, AND INTERNAL ORGANIZATION PUBLICATIONS IN FINLAND THE BOUNDARIES ARE NOT DEFINED AND DIFFERENT DEFINITIONS USED IN DIFFERENT CONTEXTS. OUR SOURCES AND DEFINITIONS REFER TO THE LATEST PUBLISHED OFFICIAL RESEARCH STUDIES. WHEN COMPARING WITH UN STATISTICS IT SHOULD ALSO BE OBSERVED THAT WE HAVE USED THE DEFINITION "WEEKLY NEWSPAPERS"

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(1-2 TIMES PER WEEK), WHILE UN STATISTICS USE "NON-DAILY GENERAL-INTEREST NEWSPAPERS"; UN STATISTICS IN THIS DEFINITION PROBABLY INVOLVE SOME PUBLICATIONS THAT ARE CLASSIFIED AS MAGAZINES IN OUR REPORT. SOME OF THE COMMENTS ABOVE APPLY ALSO FOR COMPARISONS BETWEEN UN STATISTICS AND FIGURES REPORTED FOR SWEDEN. RE TABLE 6: NUMBER OF COPIES PRINTED (FOR ALL TYPE OF PUBLICATIONS) REFERS TO SUM OF "NUMBER OF TITLES X SIZE OF EDITION X NUMBER OF EDITIONS OVER A YEAR".

8. FINAL PAYMENT TO KONSULTERNA FOR TWO STUDIES TO BE PROCESSED 7/11.
PERRY

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
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Executive Order: N/A
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